



Sponsorship opportunities 2019

AMR INSIGHTS:

INFORMING • EDUCATING • CONNECTING

ANTIMICROBIAL RESISTANCE

Antimicrobial resistance (AMR) is considered the biggest global threat of Health and Food Safety¹. AMR develops when bacteria, fungi or viruses are exposed to antibiotics, antifungals or antivirals. As a result, the antimicrobials become ineffective and infections may persist. In addition, medical interventions including surgery, caesarian sections, chemotherapy and stem cell therapy may become impossible. It is estimated that AMR causes 700,000 casualties per year with the low- and middle income countries (LMIC) bearing the harshest burdens. More recent recalculations even indicate substantially higher numbers. According to the ‘Review on Antimicrobial Resistance’ by Jim O’Neill we may face some 10,000,000 casualties per year in 2050 with cumulative GDP loss of \$ 100 trillion². “Planet earth faces the very real threat of having to survive in a ‘post-antibiotic’ era in which there are few, if any, antibiotics which effectively and affordably cure infections.”³

GLOBAL SOLUTIONS TO AMR:



1) <https://www.who.int/en/news-room/fact-sheets/detail/antimicrobial-resistance>

2) <https://amr-review.org/>

3) <https://www.daghammarskjold.se/publication/antimicrobial-resistance-and-sustainable-development-a-planetary-threat-but-a-financing-orphan/>

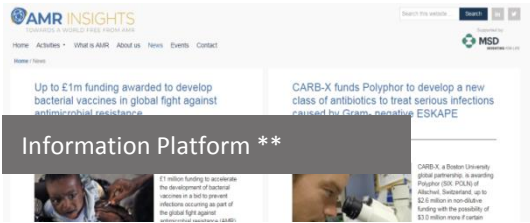
AMR INSIGHTS

AMR Insights is committed to eliminating antimicrobial resistance because it does not accept that millions of innocent people need to die as a result of resistant bacteria and other microorganisms.

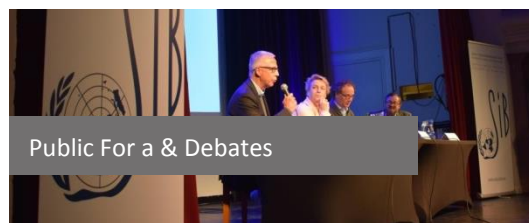
The mission of AMR Insights is to save lives by informing, educating and connecting professionals involved in Antimicrobial resistance.

AMR Insights achieves its mission by providing:

INFORMING:



EDUCATING:



CONNECTING:



* Ca 20 Newsletters in 2019; sent to 4,500 professionals in EU, USA, Asia & ROW

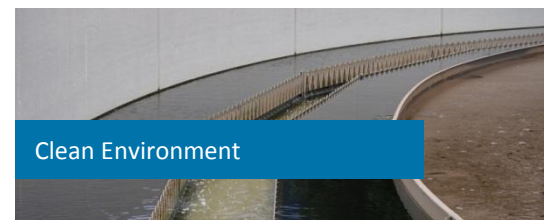
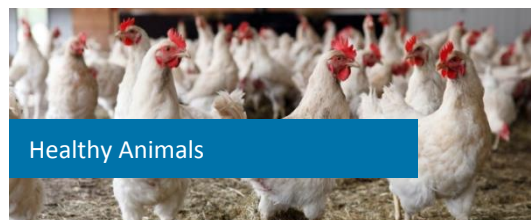
** Ca 20,000 visits per year; visitors from USA, EU, India, & ROW

AMR INSIGHTS TARGETS 6 FOCAL AREAS

AMR Insights supports professionals in public, private and non-governmental organizations worldwide. These include Healthcare Institutes, Authorities, Academia, Industry and NGO's. AMR is active at all management layers and in all areas where AMR deserves more attention.

In order to serve professionals in the best possible way AMR Insights targets 6 different focal areas. Within each focal area, professionals deal with AMR in a multitude of ways but with the same overall goal. This overall goal is expressed in the name of the focal area.

THE 6 AMR INSIGHTS FOCAL AREAS:



AMR INSIGHTS EMERGING TECHNOLOGIES DATABASE

AMR Insights is developing a globally accessible database of emerging technologies to combat AMR. The relational database will comprise information on upcoming antimicrobials, alternative antimicrobial strategies, preventatives, diagnostics and their technology platforms. The database provides an up-to-date overview of emerging technologies and their anticipated use in humans, animals and plants. Newly developed filters will allow technologies to be easily selected and compared. The database supports knowledge institutions, companies and authorities in developing, testing and commercializing emerging technologies with the aim of effectively combating AMR worldwide.

DATABASE PART OF THE CDC AMR CHALLENGE



AMR Insights is participating in the U.S. government's Antimicrobial Resistance (AMR) Challenge. The AMR challenge is a yearlong effort to accelerate the fight against antimicrobial resistance across the globe. The AMR Challenge launched at the United Nations (UN) General Assembly in September 2018.

FUNDING OPPORTUNITY

The database is financed by means of crowd-funding. Organizations, companies and governments can contribute to its development and implementation. In return they will receive free access to the database. The length of free access varies with the amount donated:

- € 5,000 + VAT : 12 months free access
- € 10,000 + VAT : 24 months free access
- € 20,000 + VAT : 48 months free access
- Other amounts : to be agreed upon

AMR INSIGHTS ENCOURAGES TO CONTRIBUTE TO THE GLOBAL FIGHT AGAINST AMR

AMR Insights offers different attractive sponsorship packages. The revenues are used for the further outgrowth of AMR Insights.

SPONSORSHIP PACKAGES

There are several exhibition and sponsorship packages

	PLATINUM package: € 25,000 + VAT	GOLD package (I): € 15,000 + VAT	GOLD package (II): € 15,000 + VAT	SILVER package: € 10,000 + VAT	BRONZE package: € 5,000 + VAT
Logo on AMR Insights website (2019)	✓	✓	✓	✓	✓
Logo on AMR Insights E-Newsletter (20 x in 2019)	✓	✓	✓	✓	
Symposium package for 'Advancing Data Technologies to corner AMR' on 5 June, 2019 (Symposium I)	✓	✓			
Symposium package for 'Emerging Antimicrobials and Diagnostics in AMR' on 13 November, 2019 (Symposium II)	✓		✓		

Symposium package includes:

Logo on Symposium website	✓	€ 1,000 + VAT
Entrance passes: includes entrance to lectures, refreshments, lunch and network reception for 2 persons	✓	€ 300 + VAT (per person)
Exhibition space	✓	€ 2,500 + VAT (per space)
Placement of flyer in the delegate packs	✓	€ 500 + VAT
Co-sponsor network reception	✓	€ 500 + VAT
Sponsor Round table session	✓	€ 1,000 + VAT
Sponsor Matchmaking session	✓	€ 2,500 + VAT
Logo on pre-symposium mailings and social media posts	✓	€ 2,500 + VAT

Individual prices:

SME discount Sponsorship packages & Database:

Medium-sized	< 250 fte	10%
Small	< 50 fte	25%
Micro	< 10 fte	40%

Please contact us for further information. Let us know if you consider other ideas for sponsorship opportunities such as competitions, hackathons or bursaries for symposium participants from LMIC's. We are happy to provide the most effective opportunities to your organization.

Contact:

AMR INSIGHTS

Dr Maarten B.M. van Dongen

Van Beuningenlaan 19

3953 BP Maarsbergen, The Netherlands

PO Box 175

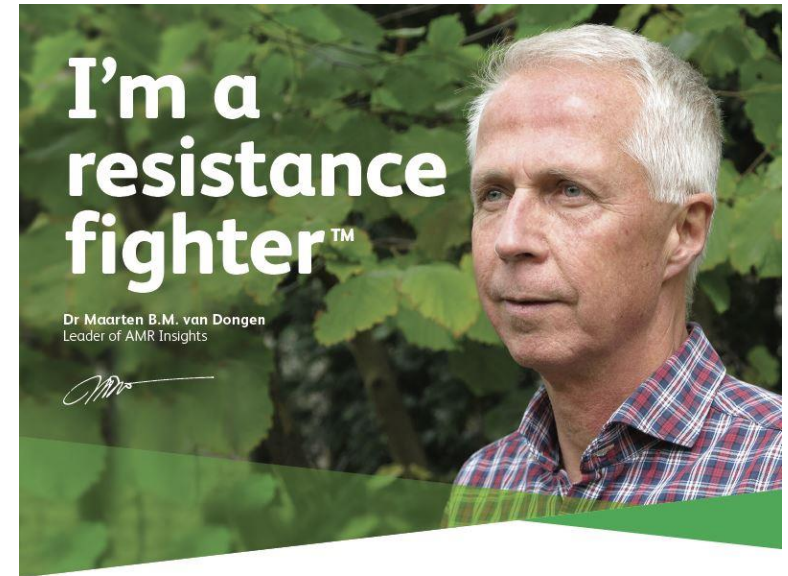
3930 ED Woudenberg, The Netherlands

W: www.amr-insights.eu

E: info@amr-insights.eu

T: +31651558068 | +31334340404

Netherlands Chamber of Commerce and Trade number 57963177



Combating antimicrobial resistance (AMR)

AMR is one of the greatest threats to health and food safety. Each year, hundreds of thousands of people worldwide die as a consequence of resistant microorganisms. If we continue in this way, we could see many millions of casualties each year. I am committed to eliminating antimicrobial resistance, because I do not accept that millions of innocent people need to die as a result of resistant bacteria and other microorganisms. My mission is to save lives by increasing awareness, informing and connecting people. **Because all of us need to be resistance fighters.**

Learn more at AntimicrobialResistanceFighters.org



**ANTIMICROBIAL
RESISTANCE
FIGHTER
COALITION**

The BD Foundation is a sponsor of AMR Insights